



AGRI IMPORT EXPORT MANAGEMENT

WHY SHOULD YOU ATTEND THIS COURSE?

Agriculture has been a mainstay of the Indian economy across recorded history, and a major driver of its economic resilience. The country has a large and diverse agricultural production base, and is among the world's leading producers of cereals, milk, sugar, fruits and vegetables, spices, eggs and seafood products.

However, India is performing well below its potential in exports of agri products. Its share in global exports of agricultural products stood at 2.5% in 2020, and even lower at 1.4% for processed food products. In recognition of this fact, the government announced the Agriculture Export Policy to double agriculture exports to US\$ 60 billion by 2022, also serving to improve farmers' incomes.

Some of the critical interventions identified by this policy are diversification of export basket & markets; boosting high value & value added agricultural exports; promoting novel, indigenous, organic, ethnic, traditional and non-traditional agri products exports; institutional mechanisms for pursuing market access, tackling tariff & non-tariff barriers and integrating with global value chains.

Increasing globalization and liberalization of the world economy have led to a rapid rise in the overall volumes of agricultural trade. Enhanced participation of economies in agricultural global value chains has facilitated this growth, leading to increasing interconnectedness among economies.

However, this has also led to trade uncertainties, wherein any political or economic change in one country; has a trickle-down impact across economies. This has been witnessed with events like US-China trade war, Japan-South Korea trade war and Brexit. The recent COVID-19 pandemic represents another such episode, bringing in unprecedented disruption to global economy and trade.

It is becoming important for exporters to diversify from traditional markets of US, EU and Japan etc. to emerging economies including LAC, Africa, ASEAN & S. Korea. They need to carefully assess market trends and appropriately adapt/innovate their product offerings. Given the continued volatilities in global trade; the need and appreciation for a skill set towards managing resilient and dynamic global agri businesses successfully is assiduously growing.

The Certificate Program in Agri Import/Export Management is being offered by the Indian Institute of Foreign Trade in collaboration with the Trade Promotion Council of India for current and budding agri entrepreneurs and managers, in the spirit of visionary government initiatives like the Agri Export Policy and Aatmanirbhar Bharat.

The course would equip participants with comprehensive knowledge and skills on various aspects of international agri business, identifying product-market potential, availing of trade finance, understanding trade policies and dealing with global economic volatilities, with a special focus on the post-COVID paradigm.

“The greatest danger in times of turbulence is not the turbulence - it is to act with yesterday's logic.”

— PETER DRUCKER





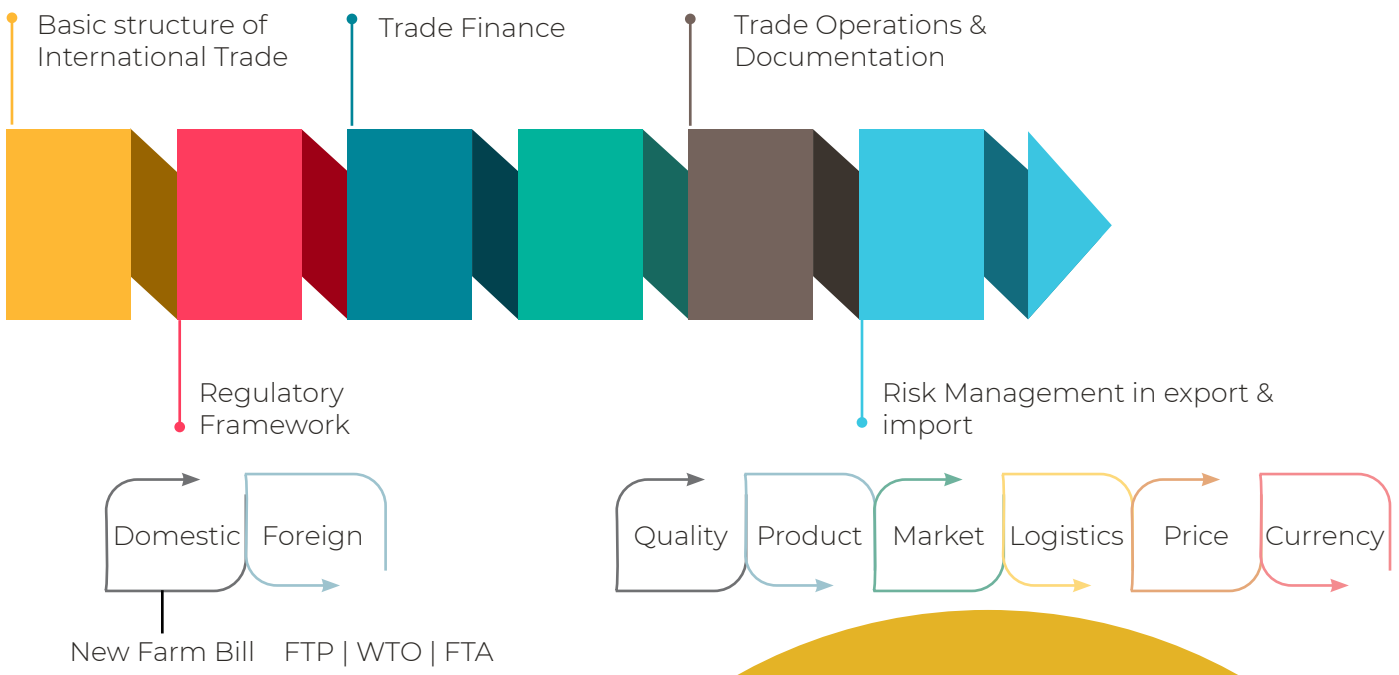
SCOPE OF THE PROGRAM

The primary objective of the program is to build knowledge on the key aspects of export/import management, knowhow on international business; market and buyer identification, especially as per post-COVID shifts of consumer behavior; changing stringency of import regulations; new foreign trade policy; changing domestic regulatory framework on farm bills and its impact on exports; and tools for enhancing price

competitiveness toward surviving in business in light of limited and reduced global demand.

Both startup companies as well as established firms are looking forward to managers having an in-depth understanding of doing business across various global markets, thus enabling these companies to develop customized business plans and market entry strategies.

COMPREHENSIVE EXPORT BUSINESS PLAN



The program resonates with the PMO's declaration of doubling India's agri exports and farmer's income by 2022 through enhanced market access across the world and diversification of export markets. Regular evaluation ensures that the participants have, indeed, imbibed both the knowledge and its applications, thus enabling them to become world class professionals and entrepreneurs in a fast-changing global environment.

COURSE STRUCTURE

1 PRODUCT & MARKET IDENTIFICATION FOR EXPORTS

This course will discuss the methodology of identifying the best products for exports based on changing consumer behaviors and preferences, with a particular focus on post-COVID trends. It will provide a step-by-step process of filtering the most potential export markets based on import demands, competition, tariff & non-tariff barriers. It will also elaborate on non-tariff barriers, especially SPS/TBT measures, faced by Indian exporters. Finally, the session will take you closer to buying leads in importing countries.

2 INTERNATIONAL MARKETING MANAGEMENT

This course will discuss international product decision and product adaptation, entry mode in foreign markets, choosing appropriate marketing channels, export pricing methods, promotion for global reach, social media/digital marketing and finally establishing your own brand.

3 INDIA'S AGRI TRADE POLICIES AND EXPORT INCENTIVES

This course will deliberate on domestic agricultural policies, in the context of evolving law(s), both at central and state levels for key exportable crops from India. It further discusses export incentives, duty neutralization, and capacity building schemes, as enshrined in the Foreign Trade Policy of India. The course discusses in detail, the process and procedure of availing all export import benefits/authorizations.

4 TRADE OPERATIONS & DOCUMENTATION

This course would discuss step by step process of getting started in Export-Import via clear understanding of export-import documentation, drafting an export sales contract, negotiating suitable INCO Terms and finally getting tuned to operational issues in international business. It would also cover the procedure for clearance of export-import cargo, duty assessment and payment of import cargo, export clearance and incentive assessment.

5 AGRI TRADE LOGISTICS & CUSTOMS REGULATIONS

This course would discuss the customs clearance of goods, especially issues that agri exporters have to face at multiple levels of export and import operations. It will further explain the issues of logistics of agricultural products from origin to destination, covering elements such as containerization, palletization, unitization, packing, labelling, marking, choice of modal transport, multimodal transport, risks involved in logistics and role of logistics intermediaries.

6 INTERNATIONAL TRADE FINANCE

This session would discuss how to organize for pre shipment and post shipment finance, methods of payments (L/C,UCP), instruments of trade finance, currency risk management and FEMA Guidelines

7 INDUSTRY INTERFACE

Get unparalleled hands-on exposure to how major Indian agri exporters are expanding their footprint and building international brands. Top industry leaders from diverse product segments will share their experiences on how they grew their international business, identified opportunities, interfaced with relevant buyers, overcame challenges, etc. They will also share practical insights on current trends and business strategies to build a successful export venture.

PROGRAM DETAILS

**PROGRAM
COMMENCEMENT
NOV 2021**

**SCHEDULE OF
CLASSES
SUNDAYS
10.00-1.00
2.00-5.00**

**DURATION
6 MONTHS**

**PROGRAM
FEE
INR 80,000/-**

*Non-refundable, after admission. SC/ST/PH candidates: 50% fee concession (as per Govt. guidelines and subject to document verification).



PEDAGOGY

- All class sessions are live and facilitate two-way interaction between participants and Faculty via the online mode.
- The pedagogy will comprise of a balanced mix of lectures, case studies, live corporate examples and general discussions.
- All enrolled students will be provided Lifetime Access to the Learning Web Portal with Course Materials and numerous useful documents.
- There will be synergy between peers and faculty members through discussion forums to build a blended learning community.

ASSESSMENT

- A minimum of 70% attendance to the LIVE lectures is a prerequisite to make them eligible for the examination.
- The course may require participants to work on Individual/group assignments and/or assessments. The main objective is to help them apply their conceptual learning in the course to actual organizational decision making scenarios.
- The participants will have to secure a minimum of 50% marks in each subject to be awarded the Certificate.
- Evaluation methodology is the discretion of the faculty, and may include online assessments, assignments, presentations, projects or any other component as decided by the faculty. All internal and final examinations will be conducted online.
- Students do not have to come to the campus for the examinations.



ADMISSION PROCEDURE



WHO SHOULD ATTEND?

- Industry leaders
- Entrepreneurs
- Middle level executives
- Freshers



MODE OF SELECTION

Candidates will be short-listed based on profile - qualifications, experience etc. If required, on-line interview will be conducted.



ELIGIBILITY

Graduation degree from recognized University OR Diploma holders with two years of post-diploma work experience.



HOW TO APPLY

Candidates can apply via online and offline mode.

Offline application form can be downloaded from tpci.in/agritradeprogramme and filled in form can be sent to the following address.



Ms. Ridhi Verma

Joint Director

Email: admin2@tpci.in

Ms. Versha Kalra

Executive Officer

Email: versha.kalra@tpci.in

Trade Promotion Council of India
9, 2nd Floor, Scindia House, Connaught Circus,
New Delhi - 110001, India T: (91) 11 40727272

Through Online mode:
Click on the following link to
apply online:

tpci.in/agritradeprogramme

Cost of application form: Rs 200/-



Last date of applications:

September 27, 2021

Note. Please ensure all details are filled including the E-mail address. Incomplete applications will not be accepted

Short listed applicants will receive admission offer mail between October 3-10, 2021

Short listed applicants will submit the course fee to IIFT between October 11-20, 2021

QUERIES PLEASE

ACADEMIC ISSUES

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Program Director

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QUERIES RELATED TO APPLICATION STATUS, FEE PAYMENT, RECEIPT ETC.

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